

AOT In Action - Issue 271 - July 06, 2009



Page Springs Vineyard, Sedona

Message from Director Sherry Henry

Good morning!

We're excited and ready for one incredible conference!

AOT and our industry partners have finalized all the details for the [2009 Governor's Conference on Tourism](#) and we couldn't be more thrilled about what's in store for later this week!

Before the official opening of the conference, AOT will be holding industry roundtables on Wednesday, July 8 which are designed to encourage community members to share regional updates and participate in open discussions on current industry issues.

Then it's off to the conference where we have a great line-up of exciting and informative breakout sessions! From social media and marketing tactics to the latest in tourism trends and industry economic impact statistics, this conference is set to deliver critical information Arizona communities need to enhance and strengthen marketing programs to stay competitive in national and international markets.

Also, we'll have the latest information on Arizona's Centennial celebration planning efforts, dynamic keynote speakers and AOT will be unveiling the new national marketing campaign for the Grand Canyon State.

This is an action-packed conference and I can't wait to get started. I look forward to seeing you all there!

AOT News

New Updates to AOT's Research Web site!

The following items have been updated in the Research and Statistics section of AOT's business-to-business Web site www.azot.gov.

- [Flagstaff Tourism Survey](#)
- [Arizona Tourism Indicators 1st Quarter 2009](#)

For additional information or questions, please contact Beth Billings, Research Specialist, at 602-364-3689 or via e-mail at bbillings@azot.gov.

SAVE the DATE: 2009 Arizona Governor's Conference on Tourism July 8-10

Be sure to register for the 2009 Arizona Governor's Conference on Tourism, July 8-10! The event will be held at The Westin Kierland Resort and Spa in Phoenix. The program is a dynamic mix of fresh industry information and resources that can help you plan for another year of marketing Arizona to audiences around the world. Breakout sessions and speakers will teach you how to take tourism marketing and promotion to a new level. With so many exciting opportunities happening nationally, the Arizona Office of Tourism and its association partners are committed to bringing you the most up-to-date tools available for tourism professionals.

For more information and to register for the event, please visit www.aztourismconference.com.

Don't Forget to Keep Posting Your Summer Travel Deals!

AOT, in partnership with the Arizona Hotel & Lodging Association and statewide industry partners, launched our new summer campaign on May 12. The campaign will showcase the amazing summer travel deals found throughout Arizona. If you want your travel deal promoted, this is your chance! Upload your travel deals and packages to the Travel Deals section of www.azot.gov. There is no charge to list a package on the Travel Deals section.

If you are experiencing issues with uploading your travel deals or have any questions about the process, please contact Marjorie Magnusson at 602-364-3695 or via e-mail at mmagnusson@azot.gov.

Upcoming Events

[Arizona Governor's Conference on Tourism](#)

Date: July 8 - 10

Location: The Westin Kierland Resort and Spa, Phoenix

Industry News

Air Travel May Have Bottomed Out, For Now

The long, steep descent in demand for air travel-and in the fortunes of U.S. airlines-may have temporarily bottomed out. >> [Read Full Article](#)

No Expansion of Visa Waiver Program

Last week marked the expiration of the federal government's authority to further expand the Visa Waiver Program, which allows citizens of approved countries to spend up to 90 days in the U.S. without a visa. >> [Read Full Article](#)

U.S. Hotel Industry Continued its Slide in May

According to the latest year-over-year data from Smith Travel Research, hotel occupancy fell from 63.1 percent to 55.7 percent. Average daily rate dropped 9.8 percent, to \$97.03. >> [Read Full Article](#)

Survey: Summer Travel Trends

Among those polled who are planning a summer vacation, nearly two-thirds will be staying at a hotel or other kind of rental property, like a condo or resort. Despite tough economic times, only 33 percent plan to stay with friends and family says HotelMarketing. >> [Read Full Article](#)

Study: Engaging Gen Y

Gen Y has higher expectations of the products that it uses and consumes, demanding that brands not only perform to perfection but help make the world a better place at the same time. >> [Read Full Article](#)

Survey Finds Travelers to Head West

In the battle for domestic travel dollars over the next year, the Ypartnership/Yankelovich 2009 National Travel Monitor finds that the West is likely to win, with the South not far behind. >> [Read Full Article](#)

AH&LA Honors Arizona Hotelier Greg Bran

Greg Bryan, CHA, PCAM, was presented with the prestigious American Hotel & Lodging Association's (AH&LA) Lawson A. Odde Award at AH&LA's Summer Summit yesterday. >> [Read Full Article](#)

Calendar of Events

Visit www.ArizonaGuide.com to find information on all the exciting events, festivals and activities held throughout the Grand Canyon State!

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